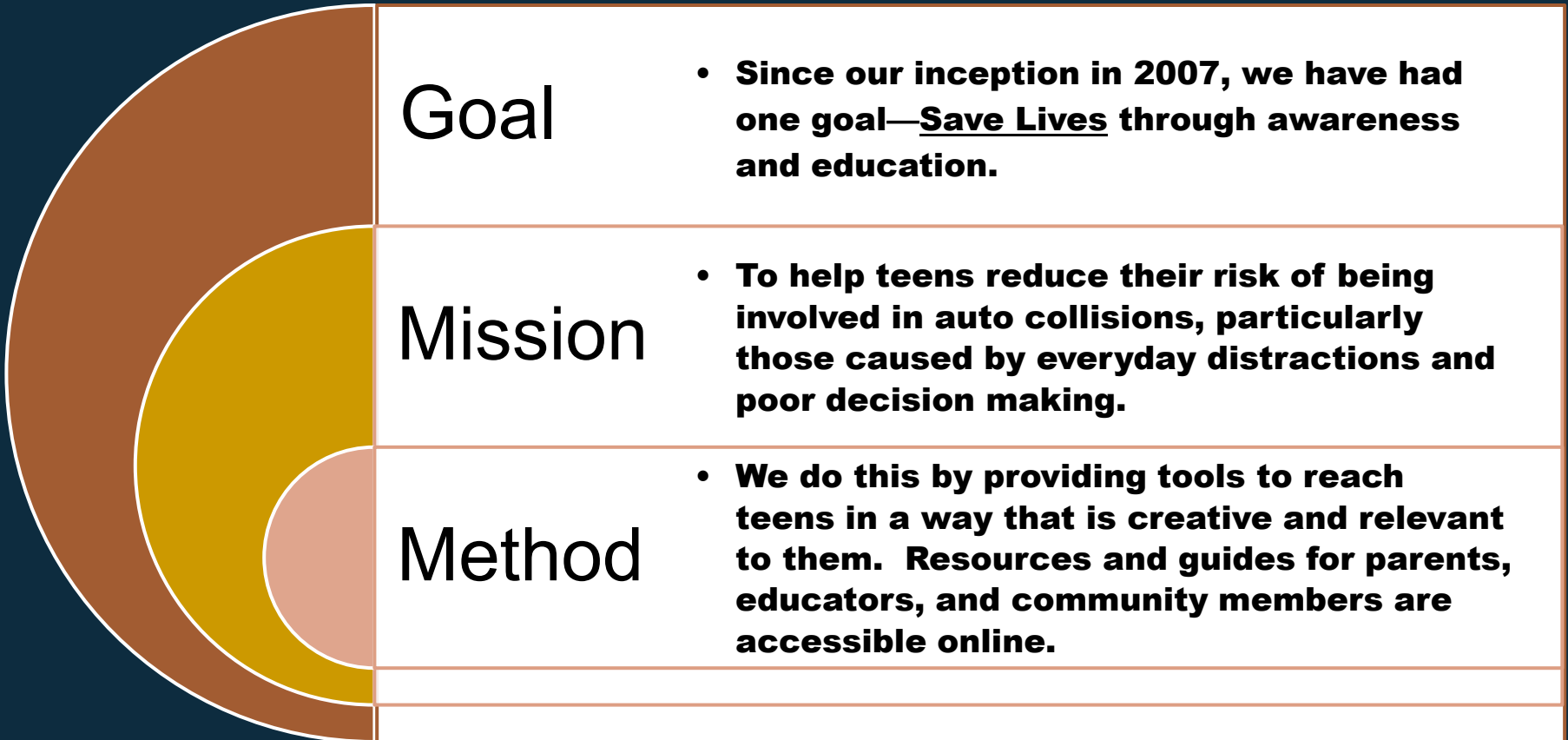




# IMPACT TEEN DRIVERS

SAVING LIVES THROUGH  
AWARENESS AND EDUCATION

## Program Philosophy



# Purpose







- Focus on #1 killer of teens
- Empower youth to make good decisions behind the wheel
- Source of reliable information on teen driving
- Change driving culture
- Provide quality outreach and education materials
- Parental role modeling
- Encourage teen safe driving policies

## Did You Know?

### The Stats

-  In 2010, 5,560 teens (age 15-19) were killed in automobile collisions in the U.S.  
([nhtsa.dot.gov](http://nhtsa.dot.gov))
-  In 2010, over 400,000 15-19 year-olds were seriously injured in vehicle crashes ([cdc.gov](http://cdc.gov))
-  75% of fatal teen driving crashes do NOT involve alcohol  
([cdc.gov](http://cdc.gov))

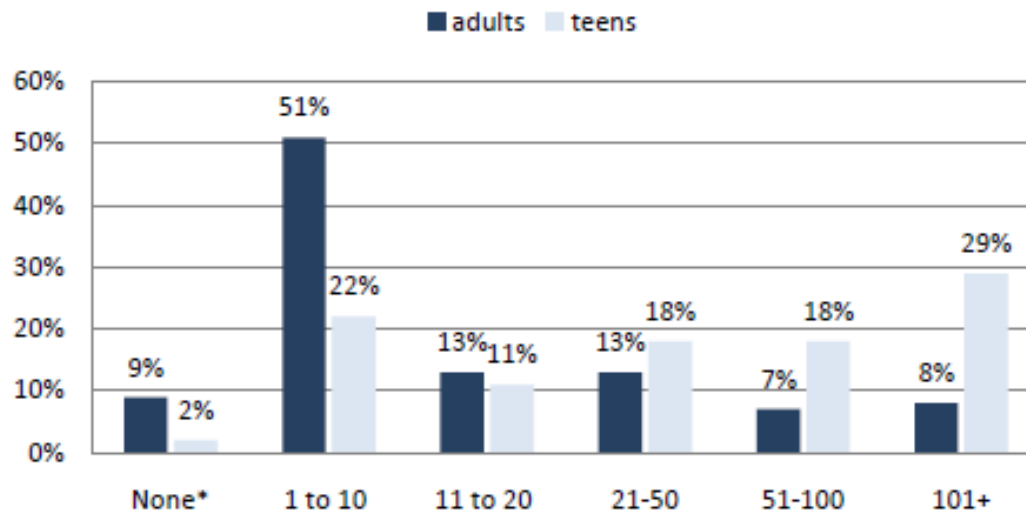
### The Causes

-  They **DO** involve reckless and distracted driving decisions
  -  Putting on makeup
  -  Eating/drinking (non-alcoholic)
  -  Adjusting the stereo
  -  Having conversations with friends
  -  Cell phone use



## Adults vs. Teens: Number of texts on a typical day

Based on cell phone users who text



Source: Pew Research Center's Internet & American Life Project, April 29 - May 30, 2010 Tracking Survey. N=2,252 adults 18 and older; n=1,917 based on cell phone users. The teen results are based on data from June 26 - September 24, 2009 telephone survey, including cell phones, with n=800 teens ages 12-17 and a parent or guardian; n=625 for teen cell phone users.



**In the United States,  
teens send an average  
of 3,339 texts per  
month**

Nielson, 2010

**Short Message Service (SMS)**

In 2011, 8 trillion  
SMS text messages were sent globally

Far from being a source of isolation, the teen's phone is a tether to loved ones; it is a personal object, a crucial connection.

- Newsweek, May 2012



## Culture: Texting has its own language

### Message

<3

A3

2BZ4UQT

OMGYG2BK

DYNWUTB

FBOCD

PLOS

### Meaning

-Love or Friendship

-Anyplace, Anywhere, Anytime

-Too busy for you cutey

-Oh my god you got to be kidding

-Do you know what you are talking about

-Facebook Obsessive Compulsive Disorder

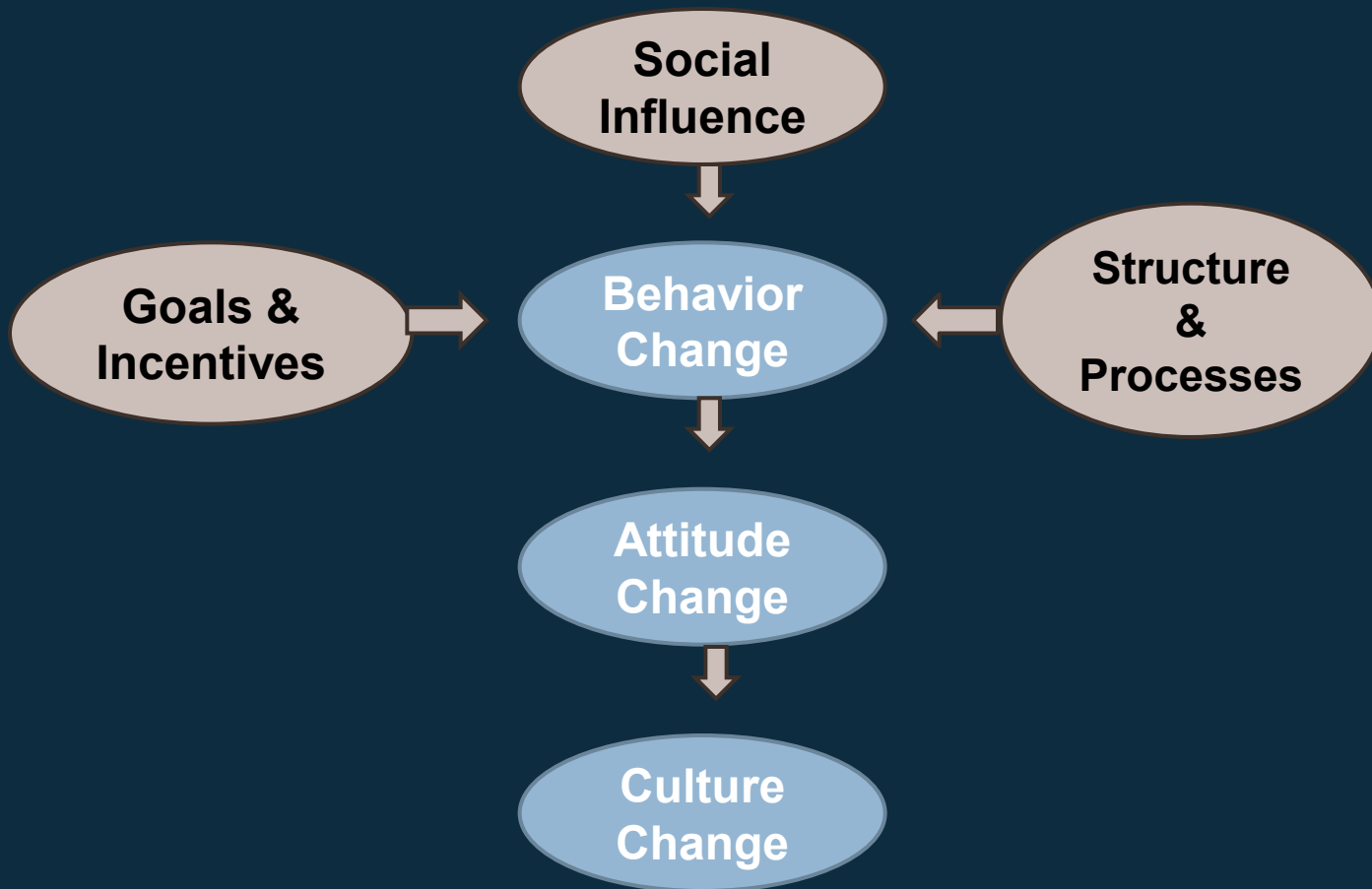
-Parents looking over shoulder



**INTEXTICATED - DWT-Driving While Texting**



## Changing Culture







# Changing Culture

- We need to change the culture – multi-faceted approach
- What has been proven to be effective is quality education combined with enforcement
- Connecting on the visceral level is most effective for changing long-term attitudes and behaviors
- It is about Good Decision Making when behind the wheel (as driver or passenger)
- Role Modeling Good Behavior - More than just texting/phone use (all distractions)



# Our Resources Are...

- Research-based
- Vetted by teens, parents, educators, health professionals, and first responders
- Peer-to-peer messaging: talk to teens in their voice (social media, contests, language)
- Honest and engaging
- User-friendly and easily accessible
- Flexible enough to be incorporated into your existing programs



# Impact Teen Drivers Program

1. Generate interest – “What do you consider lethal?”
2. Watch the Classroom Video
3. Discuss the Classroom Video
4. Revisit answers and discuss statistics
5. Facilitate discussion through questions regarding GDL/video
6. Get hands-on with the Probability Wheel
7. Sign iCommit Cards
8. Watch a video about a real teen that lost her life
9. Announce the Create Real Impact Contest
10. Conclusion/wrap-up

## What's Lethal Classroom Resources

**Swords.**  
**Grizzlies.**  
**Crack.**  
**AIDS.**  
**Lipgloss.**

**Pitbulls.**  
**Grenades.**  
**Meth.**  
**Tornados.**  
**Peeps.**

**Cobras.**  
**Uzis.**  
**Cancer.**  
**Floods.**  
**Texting.**

**Piranhas.**  
**Ebola.**  
**Shotguns.**  
**Poison.**  
**Lattés.**

## A Mother's Story

<http://www.youtube.com/user/ImpactTeenDrivers>



**Martha Tessmer** *Mother of Crash Victim, Speaker, and Teen Safe Driving Advocate*

Martha's son Donovan was killed in a car crash on July 8, 2007, just 3 weeks before he turned 17.

<http://www.impactteendrivers.org/downloads/Donovan.mp4>



It Can Happen To You

Every time you get in a vehicle, you need to make good choices.

You may not always get a second chance to make a good choice.

Donovan and his friends didn't!



- Revisit Answers and Talk Stats
  - ▣ Revisit answers the audience gave in the 1<sup>st</sup> Step
  - ▣ Give facts about the different death causes for teens

☠ Disease	1,655
☠ Murders	2,760
☠ Animal Attacks	5
☠ Poisoning	833
☠ Suicide	1,613
☠ Reckless Driving	4,829!



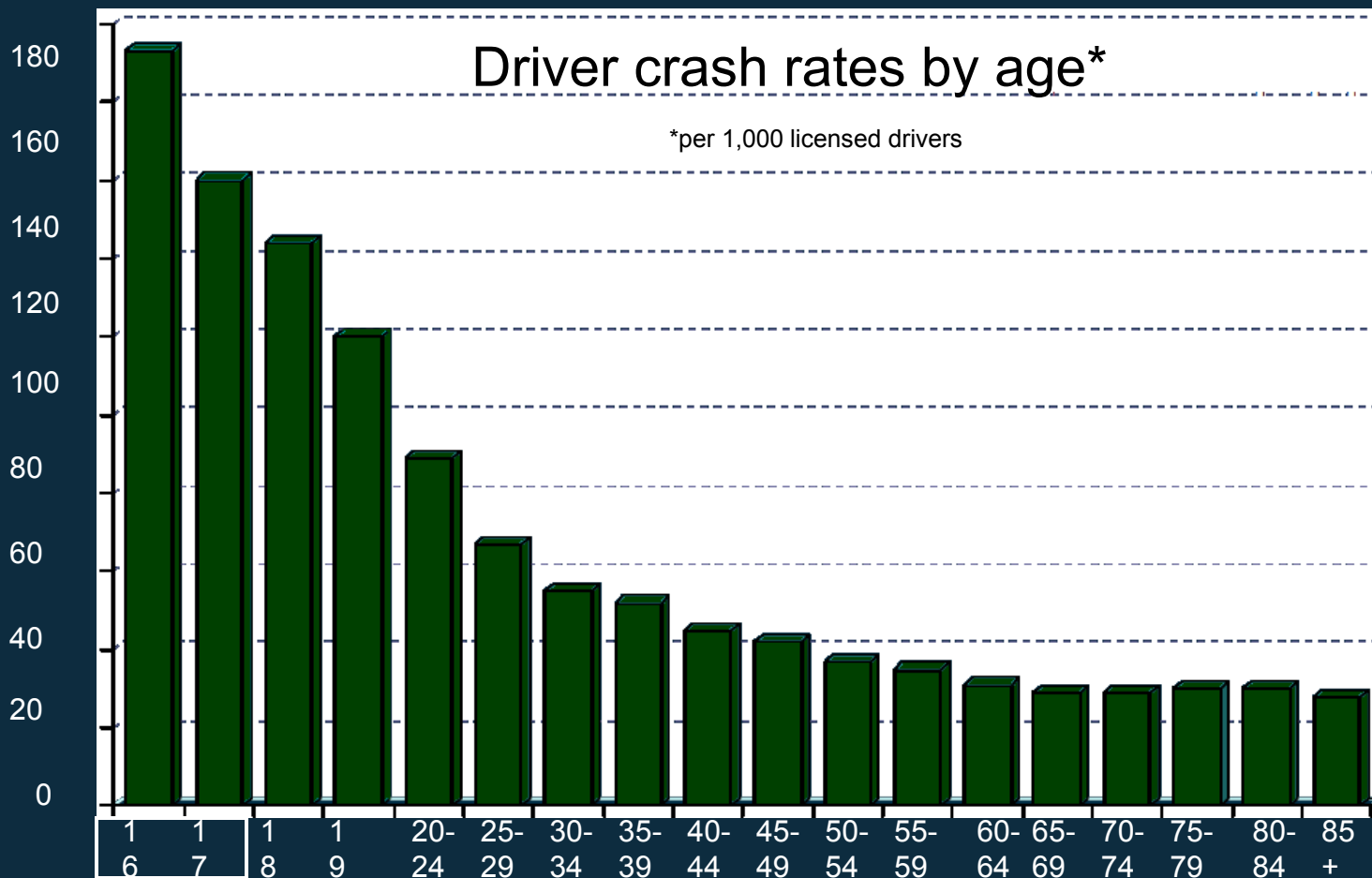


- Probability Wheel
  - Explain the increased probability of getting in a crash – above your every day probability just by getting behind the wheel.
  - The choices you make can increase your probability.
  - Wheel of Death

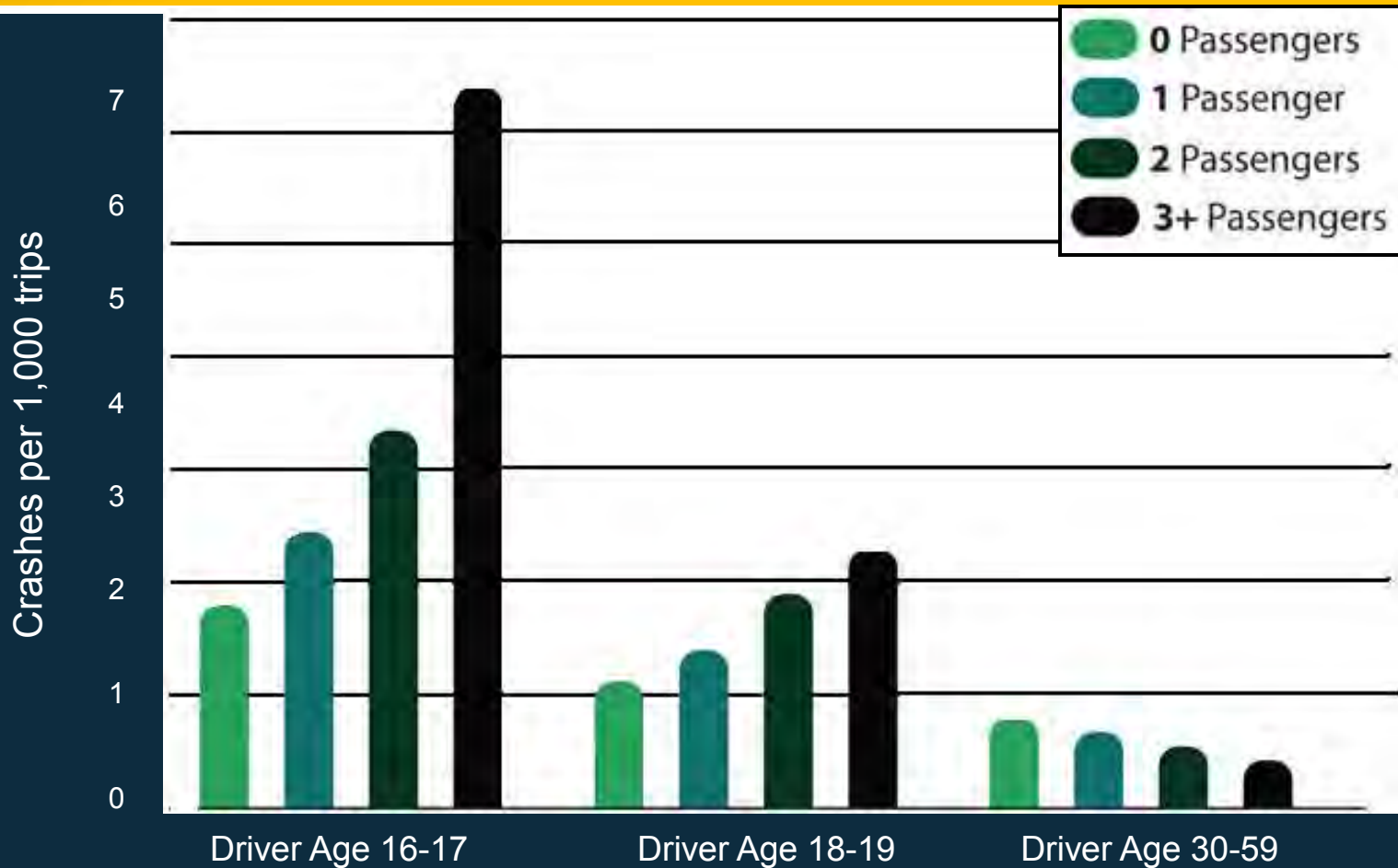
## Teens have the highest crash rates

200

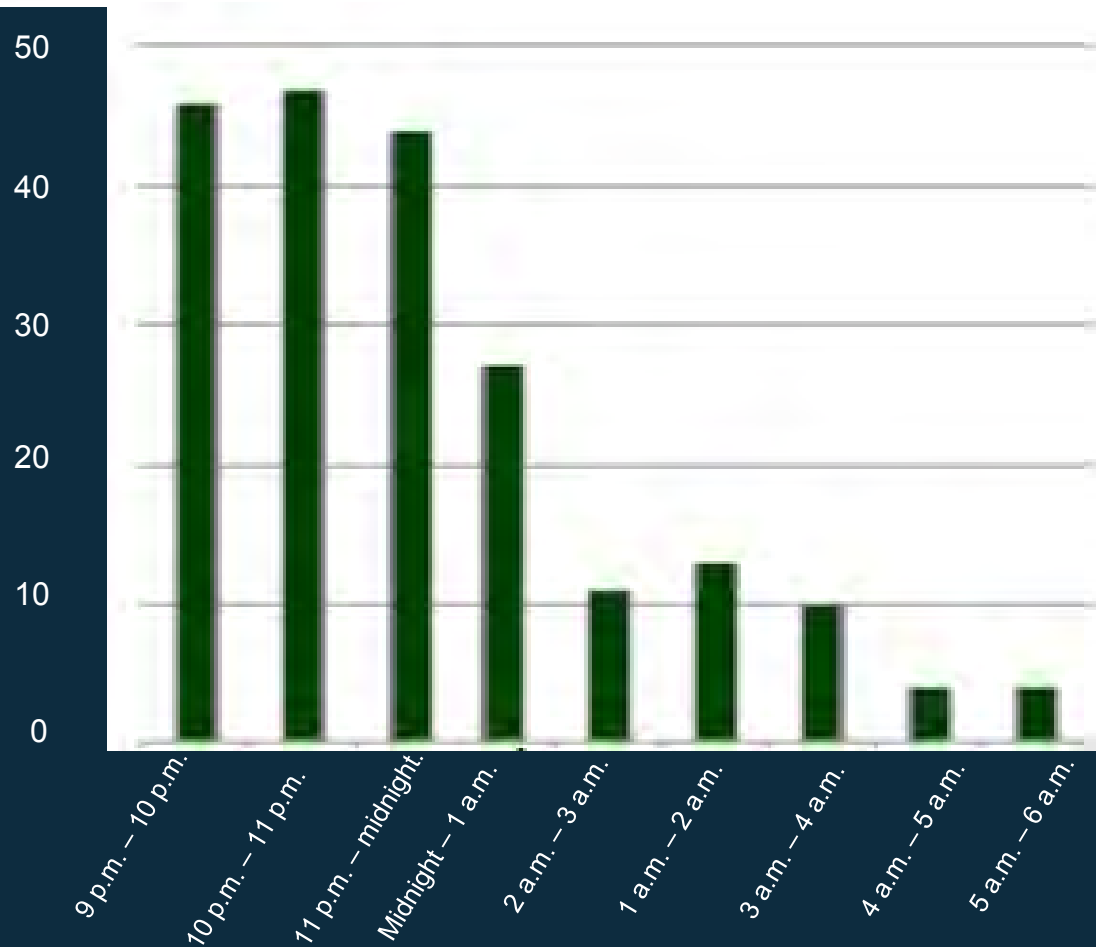
nsc.org



## Passengers are dangerous distractions nsc.org



## Driving at night increases risk and danger



Fatal weekday  
crashes by hour,  
drivers aged 15-18

University of Michigan  
Transportation Research Institute

## Remembering Amanda



<http://www.impactteendrivers.org/educators>

Montana Traffic Education Association

## How Do You Get Started?

- Visit the Resource web page for the Health Professionals group  
[www.ImpactTeenDrivers.org/Resources](http://www.ImpactTeenDrivers.org/Resources)
- Use the easy to follow step-by-step approach for preparation which includes:
  - Review the outline and videos
  - Download files and order supplies
  - Watch narrated video demonstrations on resources and online links if needed
  - Print Prepare The Presenters Guide for additional outlines and activity options

**Impact Teen Drivers**

our story · the ugly truth · campaigns · join us! · true stories · resources

### Resource Sets

**Select a resource set:**

The categories below were developed to make implementation of the Impact Teen Drivers program easier for our various groups. Please click on the group with which you most closely identify yourself. All online resources are free, but we need you to help by completing the five question survey you will be asked prior to downloading our free educational materials. Your responses provide us with valuable data that help us to ensure the program remains free.

<b>Health Professionals</b>	<b>Teachers/Educators</b>	<b>Parents/PTA</b>
<b>First Responders</b>	<b>Teens/Teen Organizations</b>	<b>Community Members</b>

**Questions?**

If after reviewing our resources you cannot find what you are looking for, or have questions about how to use our resources and materials, please contact us at [info@impactteendrivers.org](mailto:info@impactteendrivers.org) or

- Make your presentation



## Beyond The Basics

Each Resource Set curriculum can be set up for either single presentation delivery or ongoing supplementation of lesson plans. All can be enhanced with:

- audience interactive activities
- discussion questions
- hosted video discussions
- and much more on the teen website

### Beyond the Basics

- [Ideas for additional audience interaction](#)
  - [Lesson plans for multiple subjects](#)
  - [Discussion questions](#)
  - [Additional presentation outlines](#)
  - [Impact Brochure](#) ([En Español](#))
  - [Curriculum for non-driving age audiences](#)
- [Video Discussions: RULethal?](#)
  - [Teen website for Impact Teen Drivers](#)
  - To order materials, please complete this [form](#) and e-mail it to [info@impactteendrivers.org](mailto:info@impactteendrivers.org)









**MAKE IT  
UPLOAD IT  
SUBMIT IT** **WIN  
PRIZES**



or



or



or



Reckless and Distracted driving is the #1 killer of teens in America. You can help! Create Real Impact by sharing the dangers of reckless and distracted driving & how to prevent it while winning prizes for your effort. Visit [createrealimpact.com](http://createrealimpact.com) to get started today!

**Top 3 Vote Getters  
in Each Category  
(12 Total)**

**\$500**

**High Schools with  
the Largest Number of  
Entries (4 Total)**

**\$1,500**

**Grand Prize Package  
in Each Category  
(4 Total)**

**\$1,500**




**[www.createrealimpact.com](http://www.createrealimpact.com)**

US residents ages 15-22 only. See additional rules online

what do you consider  
**IMPACT?**

**Impact**  
Teen Drivers

 **California  
Casualty**



# Changing Culture Through Multifaceted Approach

- Elementary Curriculum
  - ▣ Passenger Power
- Middle School Curriculum (Tweens)
  - ▣ You Can Do It!
- Teen Curriculum
  - ▣ Interactive Educational Modules
  - ▣ GDL Video
  - ▣ Create Real Impact PSA
  - ▣ RU Lethal Webisodes & Awkward Parent
  - ▣ Lesson Plans
  - ▣ PSAs – Danica, Many Victims, Intexticated One





# Distracted Driving is a Winnable Battle

- Impact Teen Drivers provides quality materials that connect with teens, parents, and community members on a visceral level to those who serve our communities
- We need to change the social norms to reflect that driving distracted is not okay (e.g. seatbelt use)
- Empowering young people through peer-to-peer messaging and good role modeling are critical elements of stopping the #1 killer of teens in America



Joe, 12



Bailey, Merideth,  
Hannah, Sara and Katie



Cady, 16



Erica, 9



Jean and Jay, 58

have been lost as a result of distracted driving.



Linda, 61



Jason, 38



Lauren, 17



Matt, 25



Frances, 13



Jordan, 18



# Contact Information

Kelly Browning, Ph.D.  
Executive Director

Impact Teen Drivers  
2030 V Street  
Sacramento, CA 95811  
(916) 733-7432 Phone

 [info@impactteendrivers.org](mailto:info@impactteendrivers.org)

 [www.impactteendrivers.org](http://www.impactteendrivers.org)

 [www.whatdoyouconsiderlethal.com](http://www.whatdoyouconsiderlethal.com)

 [www.rulethal.com](http://www.rulethal.com)